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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|----------------------|---------------------|------------------|
| 10/647,618 | 08/25/2003 | Susan G. Katz | SGK-001 | 2808 |
| 7590 | 01/13/2005 | | EXAMINER | |
| Susan G. Katz 205 W. Roberts Street Norristown, PA 19401 | | | JOHNSON, BLAIR M | |
| | | | ART UNIT | PAPER NUMBER |
| | | | | 3634 |

DATE MAILED: 01/13/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

| | | |
|------------------------------|------------------|----------------|
| Office Action Summary | Application No. | Applicant(s) |
| | 10/647,618 | KATZ, SUSAN G. |
| | Examiner | Art Unit |
| | Blair M. Johnson | 3634 |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 02 November 2004.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1,3 and 6-21 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1,3 and 6-21 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
 Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____
 5) Notice of Informal Patent Application (PTO-152)
 6) Other: _____

Claim Rejections - 35 USC § 112

Claim 6 is rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

The fastening of more than one edge of the fabric material to the building has not been adequately disclosed.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1,3 and 6-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hillstrom in view of Phillips.

Hillstrom discloses a banner attached to the exterior of a building, the banner being made of "any appropriate material", which clearly includes a fabric. The banner is removably attached so that it can be changed easily, column 2 lined 29-33. It is attached to an eave at the roof line of a fast food restaurant. What is not shown are the hook and loop fasteners. However, hook and loop fasteners for mounting sheets of decorative fabric is well known, as illustrated by Phillips at 18,20,22,28. It would have been obvious to replace the mounting means of Hillstrom with that of Phillips so as to render changing of the banner easier. The strip 18 is sewn to the fabric, column 2, line

58, and it would have been obvious to attach the other portion of the hook and loop fastener to support 24 via adhesive since such does not require mechanical fasteners as well as provides a continuous connection. The size of the hook and loop strip is clearly an obvious design choice depending on the size of the banner.

Regarding claim 6, as best understood, it would have been obvious to provide Velcro™ to vertical end sides of the banner in Hillstrom so as to prevent flapping of the banner due to wind.

Response to Arguments

Applicant's arguments have been fully considered but they are not persuasive. Applicant maintains that Hillstrom and Phillips do not teach or suggest using Velcro™ in an exterior application as recited. However, the fastener of Phillips is the same fastener used by Applicant and consequently capable of being used outdoors. Further, there is nothing in the description of the fastener in Phillips that would suggest that it is not usable outdoors. Hillstrom is concerned with providing a changeable system for supporting banners, signs, etc., and if he were looking for a fastener that would render the banner more easily changeable, he would have naturally looked to other fabric fastening means and would not limit himself to only outdoor fastening means. If an interior fastening means were not "heavy" enough for external applications, merely providing a stronger, more durable, etc., version of the fastener, in this case Velcro™, would have been obvious.

Conclusion

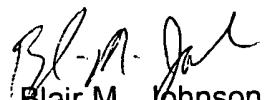
Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Blair M. Johnson whose telephone number is (703) 308-0526. The examiner can normally be reached on Mon.-Fri., 6:30-3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lanna Mai can be reached on (703) 308-2486. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Blair M. Johnson
Primary Examiner
Art Unit 3634

BMJ
1/10/05